

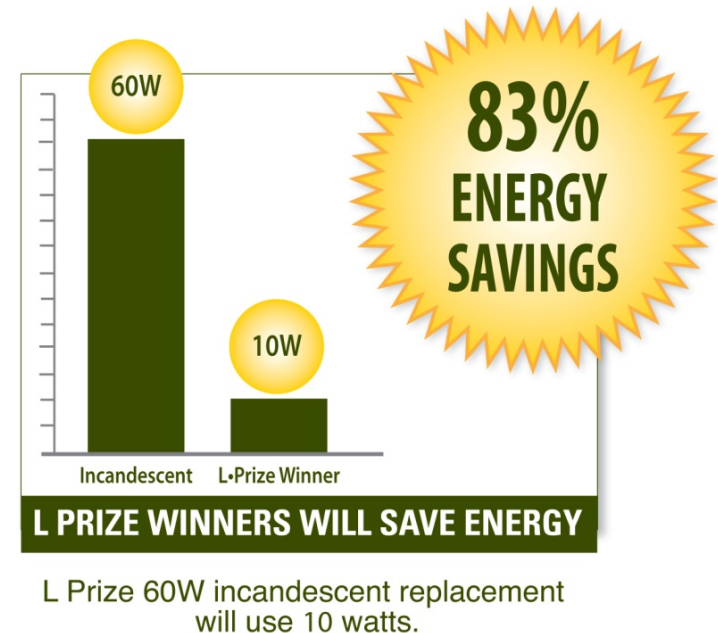
L Prize®: What's the Buzz?



James Brodrick
U.S. Department of Energy
July 18, 2012

L Prize Competition

- Technology competition to spur innovation and exceptional performance
- Created by Energy Independence and Security Act (EISA 2007) Sec. 655
- Two key lamp replacements: 60W Incandescent and PAR 38 Halogen
- Cash prizes, federal purchasing, utility programs



First L Prize Awarded August 2011



From left: Dr. Arun Majumdar, DOE; Zia Eftekhari, Philips; Senators Lisa Murkowski (R-AK) and Jeff Bingaman (D-NM); Liesel Whitney-Schulte, WECC; Ed Crawford, Philips

What's the Buzz?

The New York Times
THE WALL STREET JOURNAL.

Challenge.gov
Government Challenges, Your Solutions
iee spectrum

cnet

semiconductorTODAY
COMPOUNDS & ADVANCED SILICON

WIRED

THE WHITE HOUSE
WASHINGTON

electroindustry

NEMA
Energy news
Efficiency

NATIONAL
GEOGRAPHIC™

GreenRoom
the ELECTRICAL DISTRIBUTOR's resource for energy efficiency

EDN

EDUCATION WEEK

MarketWatch

A•L

CBS

RESIDENTIAL
LIGHTING

CONNECTING INDUSTRY
ThomasNet
NEWS



green lodging news™

WE WERNER Electric Supply

FAST COMPANY



Forbes

Would You Buy A \$60 Light
Bulb That Lasts 20 Years?
“game-changing technology”

HARTFORD BUSINESS.com
HARTFORD BUSINESS JOURNAL ONLINE

Good Housekeeping



Available Now

- Grainger, Wesco, Lightolier, supplyforce.com, and other electrical distributors
- The Home Depot and other retailers
- Online



Early reviews on HomeDepot.com

- ★★★★☆ 4 / 5
AMPLE LIGHT, GOOD COLOR, LOW POWER
- ★★★★★ 5 / 5
IT'S GREAT.
- ★★★★★ 5 / 5
BEST LED BULB EVER
- ★★★★☆ 4 / 5
THE MOST TESTED BULB EVER

Electrical and Technical Data (Subject to change without notice)

Product Number	Ordering Code	Description	Watts	Nominal Volts	Type	Bulb Base	Rated Avg. Life (Hours) ¹	Approx. Lumens ²	CRI	Color Temp. (Kelvin)	MOL (Inches)
42022-4	10A19/LPRIZE-PRO/2700 DIM 6/1	10W A19 LED-Winner of the LPrize®	10W	120	A19	Medium	30,000	940	92	2700	4.1

Nearly 500 utilities have eligible incentives/rebates



Commemorative box to be raffled at tonight's reception



PAR 38 Competition

- DOE reopened PAR 38 competition in March 2012
- PAR 38s—Looking for a narrow spot
 - Retail
 - Museum/art
 - Accent lighting
- Same high performance requirements
- Streamlined process to move winning product(s) to market faster than A19 category



[Photo gallery >](#)

Check the L Prize box at lower left

www.lightingprize.org